

### Amendments To Claims

1. (Currently amended) A packaging system for absorbent products, said packaging system comprising:
  - a. an absorbent product;
  - b. a container enclosing said absorbent product, said container including an external surface;
  - c. a consumer message label attached to said external surface of said container, said consumer message label including a first swatch, wherein said first swatch includes a first predetermined feature and is available for direct sensory touch without opening said container; and
  - d. a cover adjacent to said first swatch, said cover having an aperture through which said first swatch is available for direct sensory touch without opening said container.
2. (Original) The packaging system as in claim 1, wherein said absorbent product in said container is a feminine care product.
3. (Original) The packaging system as in claim 1, wherein said absorbent product in said container includes said first predetermined feature.
4. (Original) The packaging system as in claim 3, wherein said first swatch comprises at least a portion of said absorbent product having said first predetermined feature.
5. (Original) The packaging system as in claim 1, wherein said external surface of said container includes advertising of said absorbent product.
6. (Original) The packaging system as in claim 5, wherein said consumer message label is attached to said external surface adjacent to said advertising of said absorbent product.
7. (Canceled).
8. (Original) The packaging system as in claim 1, wherein said consumer message label further includes a backing surface attached to said external surface of said container.
9. (Canceled).

10. (Original) The packaging system as in claim 1, wherein said consumer message label further includes a second swatch, wherein said second swatch includes a second predetermined feature and is available for direct sensory touch without opening said container.
11. (Original) The packaging system as in claim 1, wherein said consumer message label is removable from said external surface of said container without damaging said container.
12. (Original) The packaging system as in claim 1, wherein said consumer message label further includes advertising of said predetermined feature.
13. (Original) The packaging system as in claim 12, wherein said advertising of said predetermined feature is printed on said consumer message label.
14. (Original) The packaging system as in claim 12, wherein said advertising of said predetermined feature is embossed on said consumer message label.
15. (Original) The packaging system as in claim 1, wherein said consumer message label substantially conforms to said external surface of said container.
16. (Original) The packaging system as in claim 1, wherein said first swatch is available for direct visual perception without opening said container.
- 17-20 (Canceled).
21. (New) A packaging system for absorbent products, said packaging system comprising:
  - a. an absorbent product;
  - b. a container enclosing said absorbent product, said container including an external surface;
  - c. a consumer message label attached to said external surface of said container, said consumer message label including a first swatch and a second swatch, wherein
    - i. said first swatch includes a first predetermined feature;
    - ii. said second swatch includes a second predetermined feature;
    - iii. said first and second predetermined features are not identical; and
    - iv.. said first and second swatches are available for direct sensory touch without opening said container.

22. (New) The packaging system as in claim 21, wherein said consumer message label further includes a cover adjacent to said first swatch, said cover having an aperture through which said first swatch is available for direct sensory touch without opening said container.
23. (New) The packaging system as in claim 21, wherein said consumer message label further includes a backing surface attached to said external surface of said container.
24. (New) The packaging system as in claim 21, wherein said consumer message label is removable from said external surface of said container without damaging said container.
25. (New) The packaging system as in claim 21, wherein said absorbent product in said container includes said first predetermined feature.
26. (New) The packaging system as in claim 21, wherein said absorbent product in said container includes said first and second predetermined feature.